

## ABSTRACT

A communication promotion method is provided to appropriately support communication by a plurality of users in different environments. A character 2, operable by an IRC client 5, is linked to or installed in a user terminal 8. An administration device 3 detects a specific event in a channel and sends a specific command to the IRC client 5 via IRC. Commands do not always have to be sent to all of the IRC client 5, and may be different according to the IRC client 5. The user terminal 8 detects the aforesaid command and sends it to the character 2. Characters at each user terminal 8 operate as specified by the command.